IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently amended) A method comprising:

receiving a first bid from a first bidder;

receiving a second bid from a second bidder, wherein the second bid is received at a time after the first bid is received;

determining, using a processor, based at least in part on receiving the second bid, that the second bidder meets a condition for receiving a first level of bid data, wherein the first level of bid data comprises information associated with the first bid;

receiving a third bid from the second bidder;

determining, based at least in part on receiving the third bid, that the second bidder meets a condition for receiving a second level of bid data, wherein the second level of bid data comprises additional information that is not included in the first level of bid data; and

displaying the second level of bid data to the second bidder.

2.   (Cancelled)

3.   (Cancelled)

4.   (Previously presented)   The method of claim 1, wherein the condition for receiving the second level of information is that the second bidder is a lead bidder.

5.   (Previously presented)   The method of claim 1, wherein the condition for receiving the second level of information is that the second bidder is ranked above a predetermined number of other bidders.

6.   (Previously presented)   The method of claim 1, wherein the condition for receiving the second level of information is that the second bidder is ranked above a predetermined percentage of other bidders.

7.   (Previously presented)   The method of claim 1, wherein the condition for receiving the second level of information is that the second bidder has entered a bid within a predetermined time period.

8.   (Previously presented)   The method of claim 1, wherein said determining that the second bidder meets the condition further includes:

establishing a best bid placed by the first bidder;

calculating a difference between a best bid placed by the second bidder and the best bid placed by the first bidder; and

determining whether said calculated difference is less than a predetermined amount.

9.   (Previously presented)   The method of claim 1, wherein said determining that the second bidder meets the condition further includes:

establishing a best bid placed by all bidders;

calculating a difference between a best bid placed by the second bidder and the best bid placed by all other bidders; and

determining whether said calculated difference is less than a predetermined percentage.

10.   (Previously presented)   The method of claim 1, wherein said determining that the second bidder meets the condition includes determining whether the second bidder has placed at least one bid that is better than a predetermined amount.

11-59. (Cancelled)

60.   (Currently amended) A system, comprising:

a processor configured to:

receive a first bid from a first bidder, wherein the second bid is received at a time after the first bid is received;

receive a second bid from a second bidder;

determine, based at least in part on receiving the second bid, that the second bidder meets a condition for receiving a first level of bid data, wherein the first level of bid data comprises information associated with the first bid;

receive a third bid from the second bidder;

determine, based at least in part on receiving the third bid, that the second bidder meets a condition for receiving a second level of bid data, wherein the second level of bid

data comprises additional information that is not included in the first level of bid data; and

   display the second level of bid data to the second bidder; and

a memory coupled to the processor and configured to provide the processor with instructions.

61. (Previously presented) The system of claim 60, wherein the condition for receiving the second level of information is that the second bidder is a lead bidder.

62. (Previously presented) The system of claim 60, wherein the condition for receiving the second level of information is that the second bidder is ranked above a predetermined number of other bidders.

63. (Previously presented) The system of claim 60, wherein the condition for receiving the second level of information is that the second bidder is ranked above a predetermined percentage of other bidders.

64. (Previously presented) The system of claim 60, wherein the condition for receiving the second level of information is that the second bidder has entered a bid within a predetermined time period.

65. (Previously presented) The system of claim 60, wherein said determining that the second bidder meets the condition further includes:

establishing a best bid placed by the first bidder;

calculating a difference between a best bid placed by the second bidder and the best bid placed by the first bidder; and

determining whether said calculated difference is less than a predetermined amount.

66. (Previously presented) The system of claim 60, wherein said determining that the second bidder meets the condition further includes:

establishing a best bid placed by all bidders;

calculating a difference between a best bid placed by the second bidder and the best bid placed by all other bidders; and

determining whether said calculated difference is less than a predetermined percentage.

67.   (Previously presented)   The system of claim 60, wherein said determining that the second bidder meets the condition includes determining whether the second bidder has placed at least one bid that is better than a predetermined amount.

68-80. (Cancelled)

81.   (Currently amended) The method of claim 1, wherein:

the first level of bid data comprises a first type of information ~~of at least a first type~~; and ~~wherein~~

the second level of bid data comprises a second type of information in addition to the first type of information ~~of the first type and also includes information of at least a second type~~ [[,]]; and ~~wherein~~

~~the~~ information of the second type is not included in the first level of bid data.

82.   (Currently amended) The method of claim 81, wherein the first type of information included in the first level of bid data includes at least one of a value of the first bid, an identity of the first bidder, and a rank of the first bidder.

83.   (Currently amended) The method of claim 81, wherein the second type of information included in the second level of bid data that is not included in the first level of bid data includes at least one of a shipping cost of the first bidder and a quality of the first bidder's goods.

84.   (Currently amended) The system of claim 60, wherein:

the first level of bid data comprises ~~information of at least~~ a first type of information; ~~and~~ ~~wherein~~

the second level of bid data comprises a second type of information in addition to the first type of information ~~of the first type and also includes information of at least a second type of information~~[[,]]; and ~~wherein~~

~~the~~ information of the second type is not included in the first level of bid data.

85.   (Currently amended) The system of claim 84, wherein the first type of information included in the first level of bid data includes at least one of a value of the first bid, an identity of the first bidder, and a rank of the first bidder.

86.   (Currently amended) The system of claim 84, wherein the <u>second type of</u> information included in the second level of bid data that is not included in the first level of bid data includes at least one of a shipping cost of the first bidder and a quality of the first bidder's goods.